

Sweden 667A CA

**** PROFS note for BBOCSAK 24 May 1993 16:02 Page 1 of 1

2501046087

From: MREARDON--VCH0021A
To: BBOCSAK --VCH0021A

Date and time 24.05.93 14:53:03

*** Resending note of 24.05.93 13:54
From: Michael Reardon
To: MFIRESTO--VCH0021A Marc Firestone

MREARDON--VCH0021A Michael Reardon

2501046087A

From: Andre Reiman
Subject: Sweden

First, let me bestow upon Johan the 1993 Darienne Dennis Award. Darienne has never sent a profs message that was not at least "urgent", and she generally is in the "URGENT, CRITICAL, URGENT" mode. Maybe we should send Johan to Rye Brook for further training.

Second, let me agree with Marc, but perhaps go a bit beyond. I do not for a second believe that any ad that the industry might run could be of any benefit in swaying anybody, legislator or not; and I think Johan's note implicitly acknowledges this when he says the foundation has not been laid. Moreover, we could not be nearly as hard-hitting as the antis apparently have been. Finally, do we want to set up a situation in which the legislators, in order to do the right thing, have to be seen to be siding with the industry?

This leads me to the view that, at most, the industry should respond by means of letters to the legislators. Those letters could, if written in a thoughtful and thorough manner, have much more of a beneficial effect than any advertisement. It could even suggest that advertisements like the one that appeared yesterday are incredibly dangerous because they may be seen by youngsters, who would see the picture, but not comprehend the text.

I don't think we ought not to respond. I just think we ought to do it in a way that makes sense, and hopefully some points as well.

Needless to say, I will not copy the cast of thousands.

Andy

cc: SCARLSON--VCH0021A Stig Carlson

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